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THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR IMPROVING PUBLIC ADMINISTRATION IN THE HEALTHCARE SECTOR

The article is devoted to improving the public administration system in the healthcare sector under conditions of contemporary socio-economic transformations, the digitalization of society, increasing crisis challenges, and the need for post-war recovery of Ukraine's healthcare system. The research topic is relevant because the healthcare system is increasingly seen as a key institution for ensuring national security, human capital formation, and the sustainable development of the state. Existing problems of fragmented managerial decision-making, uneven access to medical services, insufficient digitalization, and limited efficiency in resource utilization necessitate the development of new approaches to public administration in the healthcare sector. The aim of the study is to substantiate the theoretical and methodological foundations and to develop practical recommendations for improving the mechanisms of public administration in the healthcare sector, grounded in the principles of human-centeredness, digital transformation, integrated governance, and evidence-based decision-making.

The article examines existing theoretical approaches to public administration in healthcare, based on the concepts of good governance, new public management, public value, and network governance. The scientific views of both domestic and foreign scholars on the development of healthcare systems are analyzed. Based on the conclusions of leading researchers, the author proposes an interpretation of mechanisms for improving public administration in the healthcare sector as a complex system of institutional, organizational, financial, digital, and socio-communication tools aimed at ensuring the sector's resilience, adaptability, and effectiveness. The study substantiates a set of principles for improving public administration in healthcare, including human-centeredness, accessibility of medical services, transparency, accountability, digital openness, adaptability, resilience, evidence-based decision-making, integrated governance, and continuous improvement. The most effective directions for modernizing the healthcare system are identified as developing digital governance, implementing integrated management models, strengthening intersectoral cooperation, expanding mechanisms of public participation, and applying big data analytics to support managerial decision-making.

Keywords: management, public sector, public administration, healthcare, mechanism, governance, digitalization.